

BEAUTY FUSION

PHYTO-TECH COLOR



Organic Radish
Anti-Age, Hydrating, UV rays
and pollution shield



Organic Vitis Vinifera
Antioxidant, Nourishing
Strengthening



Organic Olive Oil
Illuminating, Emollient
Restructuring



Organic Zanthalene®
Softening
Soothing, Relaxing

Up to

99%

organic
natural ingredients

3 ways of beauty



FULL

PERMANENT COLOR



DEMI PLUS

DEMI-PERMANENT COLOR



GLOSS

TONE ON TONE COLOR

wonderful care and protection
COLOR COLLECTION

artexo
CARE FOR BEAUTY



artēgo

CARE FOR BEAUTY

**“... and from the fusion
of all the dusks
and dawns, and colors,
and earths,
skies, seas, flowers,
and again,
of all the songs, dances,
people and cultures,
beauty was finally born.**

Yes, beauty is you.”

The market faces clients expectations: yes, color is still the main service, but...

Color services are the heart of any salon activity, and **the hair color market is constantly growing**.

Actually, not only clients who need to cover grey hair ask for a **color service**, since it has become a true **beauty tool: a playful, experimental, wide and ever changing one**, for every style and age; every woman (and increasing number of men, too), make a united front in the face of beauty, for elegant, natural green, tailor-made services.

MARKET TRENDS REVEAL THAT CLIENTS ARE NOW VERY DEMANDING AND ASK FOR SPECIAL COLOR SERVICES:

- green, natural, gentle, formulative advanced;
- great performing, able to offer natural, shiny, deep color, or transgressive and playful ones;
- long-lasting results in shine and intensity;
- tailor-made, according to the client needs, desires, hair conditions;
- skilled and trustworthy advice;

HOW TO MEET THE CHALLENGE OF AN INCREASINGLY COMPETITIVE MARKET, LISTENING TO CLIENTS DEMANDS

A SALON CAN GROW BECAUSE IT OFFERS ITS CLIENTS:

- AN ACCURATE SELECTION OF HAIR CARE BRANDS AND PRODUCTS WITH A GREAT TECHNICAL AND COSMETIC RESULT: TANGIBLE BEAUTY TOOLS
- GREAR PROFESSIONAL EXPERIENCE TO MAKE SURE CLIENTS ARE SATISFIED AND BEAUTIFUL
- TAILOR MADE PROPOSALS AND ADVICE TO CREATE CUSTOMIZED SERVICES, LISTENING TO CLIENTS' SPECIAL CARE AND BEAUTY DESIRES

KNOW

A challenge for growing salons:

How to meet every woman
expectation about beauty,
care, «tailor-made», green?

THE UNIQUENESS OF BEAUTY FUSION

Our answer:

BEAUTYFUSION

PHYTO-TECH COLOR

Extraordinary, modern, ground-breaking

A COLLECTION MADE OF 63 OIL COLOR SHADES
MIXABLE AMONG THEM

MANY BENEFITS

- UP TO 99% ORGANIC NATURAL INGREDIENTS*
- CARE ACTION: PROTECTIVE, ANTI-AGE, STRENGTHENING, NOURISHING
- SHIELD AGAINST: UV RAYS, POLLUTION AND OTHER EXTERNAL AGGRESSIVE AGENTS
- BEAUTY ACTION: BOLD, INTENSE, AND SHINY COLOR

PHYTO-TECHNOLOGY

- KEY INGREDIENTS TO CARE FOR THE HAIR BEAUTY
- NATURE, SCIENCE AND TECHNOLOGY AT THE SERVICE OF PROFESSIONALISM

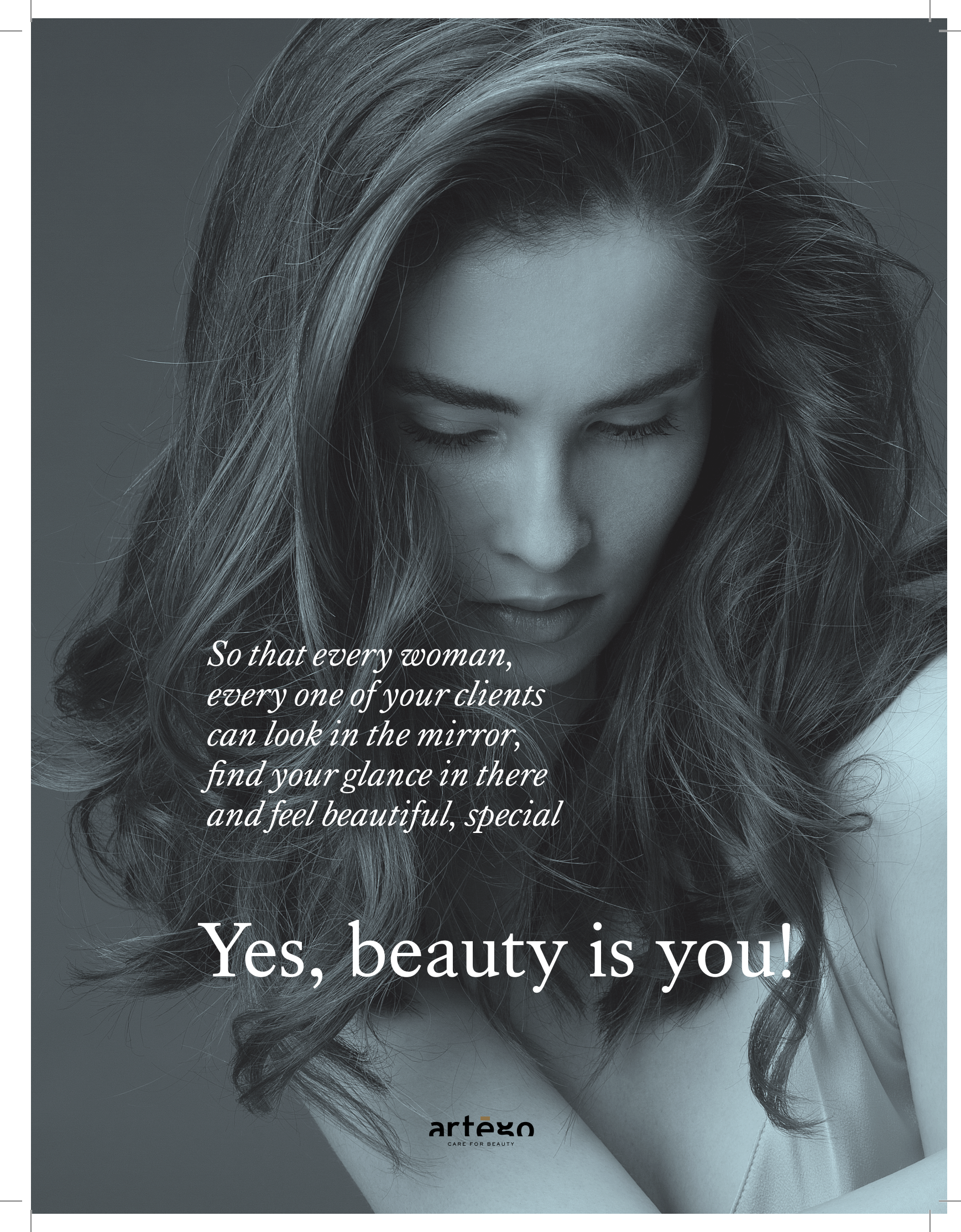
MANY SERVICES

- FROM TONE ON TONE COLOR TO 100% COVERAGE
- MANY SPECIAL SERVICES TO REACH THE BEST FLEXIBILITY AND CUSTOMIZATION



*depending on the service

artèxo
CARE FOR BEAUTY



*So that every woman,
every one of your clients
can look in the mirror,
find your glance in there
and feel beautiful, special*

Yes, beauty is you!

artēxo
CARE FOR BEAUTY

Many benefits

CARE FOR BEAUTY

BEAUTY FUSION ENSURES THE BEST COMFORT, FOR YOU AND YOUR CLIENTS

Thanks to its rich sensory and velvety texture, application is easy and clear; the cream is gentle, fresh, watermelon scented, so that clients can be pleased during the service.

CARE AND PROTECTION

Thanks to the synergetic action of its natural active ingredients:

1. **ORGANIC* RADISH:** with incredible Anti-age properties, Hydrating and Protective from UV rays and pollution
2. **ORGANIC* VITIS VINIFERA:** Antioxidant, Nourishing, Strengthening
3. **ORGANIC* OLIVE OIL:** Illuminating, Soothing, Restructuring
4. **ORGANIC* ZANTHALENE®:** Soothing, Calming
5. **THERMAL WATER:** Re-mineralizing, coming from the organic Thurio Spring Spezzano Thermal Baths
6. **ATLANTIC RED SEAWEED** (specific in CLEAR): Polishing, Protective, Restructuring
7. **ZEMEA®:** Soothing and Emollient

BEAUTY PERFORMANCE

Thanks to its **CALIBRATED** exclusive formulation, with **MOLAR BALANCE OF PRIMARY AND SECONDARY PIGMENTS**, it ensures:

1. **INTENSITY, SHINE, NATURALNESS** of the color
2. **TACKLING OF EXTERNAL DISCOLORATION AGENTS** (sun rays, heat, pollution)
3. **HIGH FIDELITY OF THE FINAL RESULT WITH THE COLOR CHART**

BEAUTY FUSION IS THE BEST CHOICE FOR:

- ALL HAIR TYPES
- WEAK / IMPOVERISHED HAIR
- MATURE HAIR

* ORGANIC CERTIFICATION



artèxo
CARE FOR BEAUTY

KNOW



Raphanus Sativus

Phyto-Technology

PHYTO

THE KEY INGREDIENTS for hair care and beauty



Organic Radish

BENEFITS: Anti-Age, Hydrating and Protective from UV Rays and Pollution

PROPERTIES: Radish has Asian origin, and it has been used from a thousand year. It is rich in Vitamin C, Phosphorus, Calcium, Folic Acid, Vitamin A, and it has antioxidant, revitalizing and restructuring properties. It creates a protective barrier against the damages caused by oxidation (UV rays, pollution, salt, chlorine and aggressive treatments such as heat of the hairdryer, use of flat irons).

It also has a beneficial action on weak or impoverished hair, thanks to its replumping, hydrating and root strengthening action.

ORGANIC COSMOS* Certification



Organic Vitis Vinifera

BENEFITS: Antioxidant, Nourishing, Strengthening

PROPERTIES: Originated from the pressing of its seeds, it's an oil rich in linoleic acid, emollient and hydrating, in regenerating phytosterols and antioxidant OPC, protective of the cell membrane. It protects the hair and the scalp from free radicals, and it strengthens the hair thanks to the high content of polyphenols, anthocyanins, flavonoids, vitamins, minerals. It counteracts hair ageing, so it's perfect for mature hair.

ORGANIC COSMOS* Certification



Organic Olive Oil

BENEFITS: Illuminating, Soothing, Restructuring

PROPERTIES: It adds essential nutrients such as oleic and linoleic acid, the valuable E and K vitamins, rich in chlorophyll and phytosterols, with repairing and soothing action; squalene, one of the main structural components of the skin. It causes a visible cosmetic result, of immediate shine, and it has a deep nourishing action, penetrating the hair structure and the scalp.

ORGANIC COSMOS* Certification



Organic Zanthalene®

BENEFITS: Soothing, Calming

PROPERTIES: Originated from the berries of a perennial Asian plant, which has been used in medicine from ancient times for its soothing and calming effect on the scalp, thanks to the high content of phytosterols.

It is widely used in the Chinese and Tibetan cuisine, for its special scent and for its digestive properties.

ORGANIC COSMOS* Certification

* ORGANIC CERTIFICATION



artēxo
CARE FOR BEAUTY

KNOW

TECHNOLOGY

RESEARCH, SCIENCE, TECHNOLOGY FOR A GREAT COSMETIC
BEAUTY PERFORMANCE

EXCLUSIVE MOLAR BALANCED FORMULATION OF SELECTED, HIGH QUALITY
PRIMARY AND SECONDARY PIGMENTS

PLUS

1. Color stability
2. Better scalp tolerability
3. Shine, thanks to the absence of impurities
4. Fidelity to the color chart over time
5. Integrability among the different services, for a great personalization of the service

COCONUT DERIVED SURFACTANT

It is a very gentle surfactant that eases pigments solubility and their diffusion inside the hair, uniformly, with cosmetic results of natural homogeneity all over the hair.

ORGANIC* CERTIFIED THURIO SPRING THERMAL WATER

from Spezzano Thermal Baths

Rich in valuable trace elements for the hair and the scalp; they act as catalysts of the action of nourishing, rebalancing, soothing and protective active principles.

UP TO 99% NATURAL ORIGIN INGREDIENTS

Certified by the Department of Chemistry, Biology and Biotechnology of the University of Perugia.

DERMATOLOGICALLY TESTED. HIGH SKIN TOLERANCE

Certified by the Department of Chemistry, Biology and Biotechnology of the University of Perugia.

THE COLOR FORMULA IS BIODEGRADABLE UP TO 98%

The ingredients selected in the color formulation are safe for the environment.

NO COCAMIDE DEA, NO MEA, NO ADDED ALCOHOLS

Replaced in the formulation by natural components, of whom **100% Organic Zemea®**, for a silky and soft final hair texture.

NO PPD OR RESORCINOL ADDED TO THE FORMULA

None of the Beauty Fusion formulas contain paraphenylenediamine or resorcinol.

Many services *and flexibility for the best personalization*

BEAUTYFUSION

- it **meets the expectations and desires of all kind of clients**, expressing their beauty potential
- it allows you to **BROADEN YOUR OFFER, CLIENTELE AND BUSINESS**, increasing salon charm

ALL THE SERVICES YOU CAN OFFER YOUR CLIENTS WITH ONE LINE

3 MASTER COLOR SERVICES

- FULL: permanent color, up to 100% coverage
- DEMI PLUS: demi-permanent
- GLOSS: tone on tone color

2 SPECIAL CLEAR SERVICES

a true special shade, enriched with polishing Red Seaweed, protective and restructuring:

- BRILLIANT - endless light
- SOFT LIGHT - illuminating highlifting

1 MEN SPECIAL

To intensify and tonalize grey hair

Especially formulated for men but also suitable for women

2 SPECIAL TONE 12 SERVICES

- 12 PASTEL
- 12 SPECIAL BLONDE HIGHLIFT

3 SPECIAL TONE SERVICES

- ANTI YELLOW-ORANGE 9.11 - 9B
- ANTI YELLOW 9.22 - 9V
- ANTI RED 5.8 - 5M

2 SPECIAL TONE ORIGINAL

- 7.23 - 7NVG PEARL IRISÉ
- 6.34 - 6WG WARM TONALIZER

KNOW



Make the difference!
Become Special to your Client

You can

artēxō
CARE FOR BEAUTY

Beauty Fusion Family

beauty in your hands

63 oil shades

mixable among them



Size: 1000 ml

5 OXYMILK



Size: 100 ml

2 BOOSTER



Size: 100 ml

15 COLOR FAMILIES

VOLUMES 5 - 13 - 20 - 30 - 40

PLUS

Zemea®, a corn derivative, 100% certified organic
rich in vitamins and phytosterols

AMMONIA CREAMS

Specific and exclusive for
BEAUTY FUSION color
service, mixed with OXYMILK

01 for levels from 1 to 6
02 for levels from 7 to 12

DO NOT USE UNMIXED

53 OIL COLOR SHADES

mixable among them

99% certified organic natural ingredients

SPECIAL SHADES FOR SPECIAL SERVICES

SPECIAL MEN 6.11-6B
SPECIAL ANTI-YELLOW 9.22 - 9V
SPECIAL ANTI YELLOW-ORANGE 9.11 - 9B
SPECIAL ANTI-RED 5.8 - 5M
SPECIAL IRISÉ NEUTRALIZERS 7.23
- 7NVG
SPECIAL TONE WARM 6.34 - 6WG

1 line, 3 Ways of *Beauty*

THE SYMBOLS BEHIND THE 3 BEAUTY JOURNEYS

- **FULL** PERMANENT COLOR, UP TO 100% COVERAGE
- ◐ **DEMI PLUS** DEMI-PERMANENT COLOR
- **GLOSS** TONE ON TONE COLOR

IT'S EASY TO READ THEM ON THE SHADE DESCRIPTION:

- ◐ ○ USE THESE SHADES TO CARRY OUT FULL, DEMI PLUS AND GLOSS SERVICES
- ◐ USE THESE SHADES TO CARRY OUT FULL AND DEMI PLUS SERVICES



1 PASTEL COLOR FAMILY

5 PASTEL SHADES
mixable among them

PINK
OCEAN
POWDER
MINT
CLEAR

SPECIAL CLEAR SERVICES:

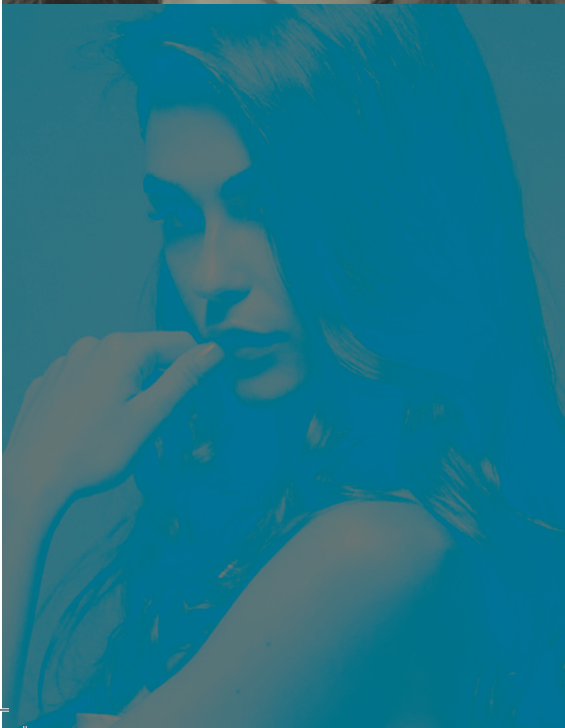
1. BRILLIANT endless light
2. SOFT LIGHT illuminating highlifting

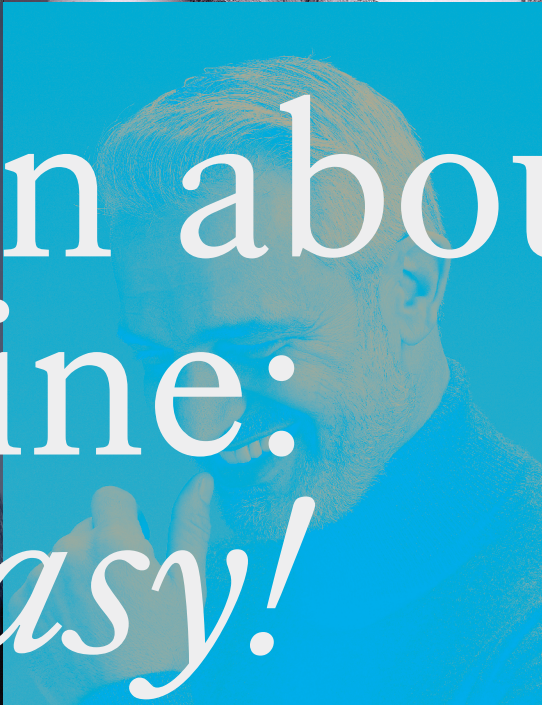


1 SPECIAL TONE BLONDE FAMILY

5 SPECIAL TONE LEVEL 12 BLONDE SHADES
mixable among them

1. to highlift up to 5 levels
2. to make pastel tonalizations





Learn about
the line:
it's easy!



arteko
CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

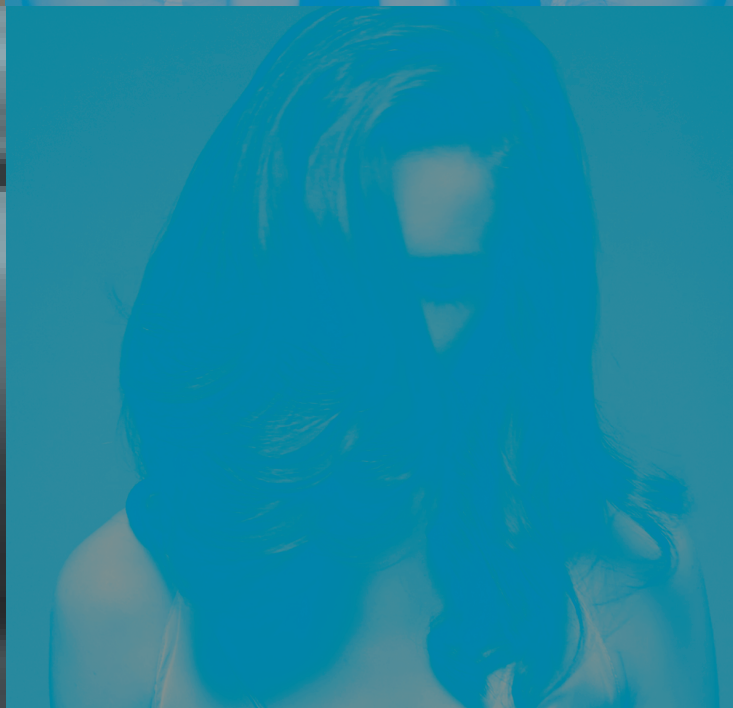
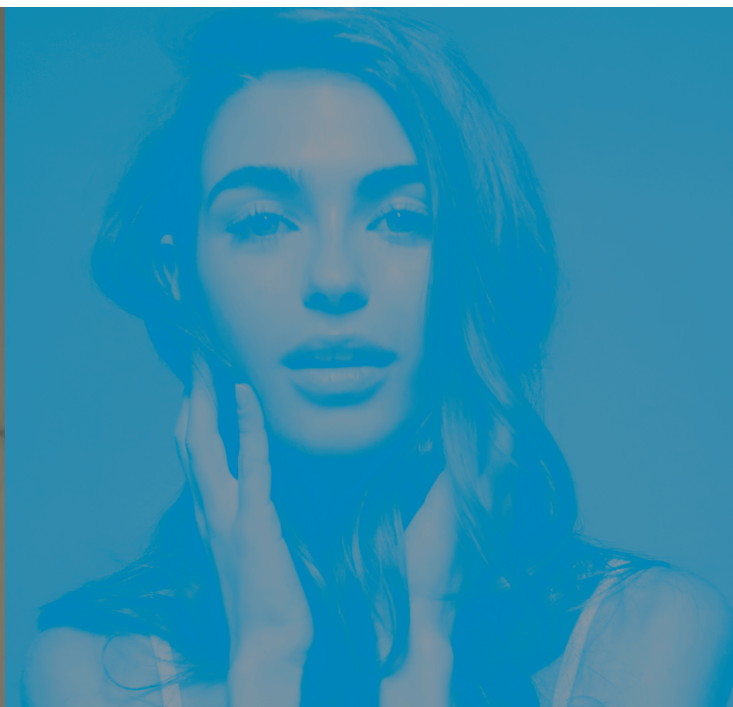
15 color families, *53 oil shades* *mixable among them*



	.0 N	NATURAL
	.1 A	ASH
	.11 B	BLUE
	.13 S	SAND
	.8 M	MATT
	.3 G	GOLD
	.44 CC	INTENSE COPPER
	.34 WG	WARM GOLD
	.6 R	RED
	.66 RR	INTENSE RED
	.7 CH	CHOCOLATE
	.2 V	VIOLET
	.23 NV	NATURAL VIOLET
	.26 VR	VIOLET RED
	.5 RV	MAHOGANY

DISCOVER BEAUTY FUSION: IT'S EASY!

3 Beauty Journeys, 3 *Ways of Beauty*



artēxo
CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

5 oil pastel shades *mixable among them*



PINK

OCEAN

POWDER

MINT

SPECIAL CLEAR

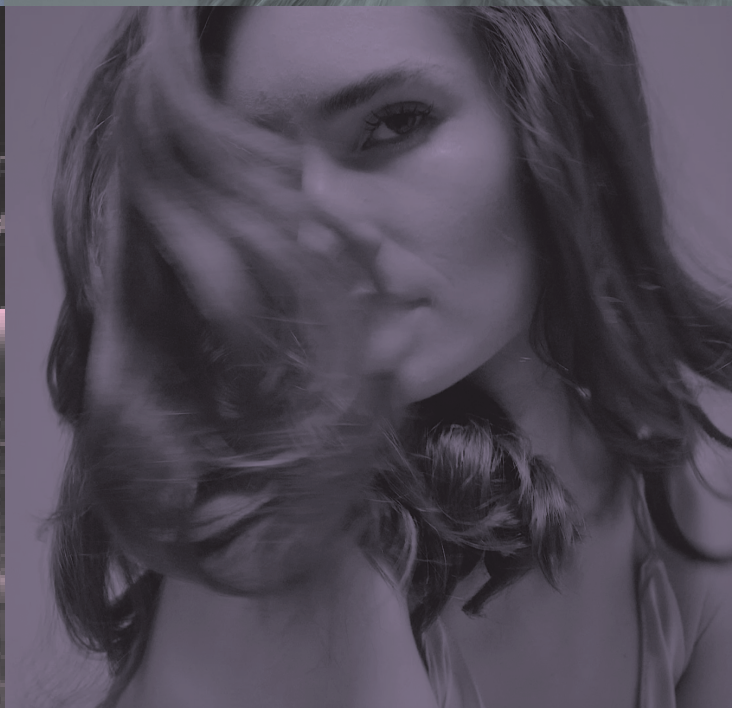
with Red Seaweed: polishing, protective, restructuring

SPECIAL SERVICES BY SPECIAL CLEAR

1. BRILLIANT endless light
2. SOFT LIGHT illuminating highlifting

DISCOVER BEAUTY FUSION: IT'S EASY!

3 Beauty Journeys, 3 *Ways of Beauty*



artēxo
CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

5 special blonde level 12 oil shades *mixable among them*



-  **12.0 - 12N**
special blonde natural
-  **12.1 - 12A**
special blonde ash
-  **12.13 - 12S**
special blonde sand
-  **12.3 - 12G**
special blonde gold
-  **12.2 - 12V**
special blonde violet

SPECIAL BLONDE SERVICES

**12 LEVEL SHADES
OF THE BEAUTY FUSION SYSTEM**
have many possible usages, thanks to their special
formulation that makes them expendable as:

**PASTEL COLORS
SUPER BLONDE SHADES**

DISCOVER BEAUTY FUSION: IT'S EASY!

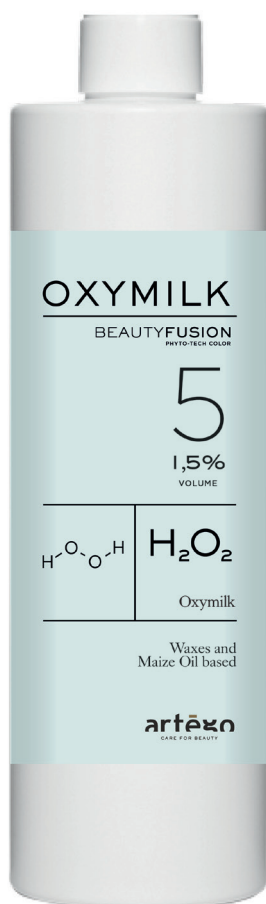
3 Beauty Journeys, 3 *Ways of Beauty*



artēxo
CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

Oxymilk - *the oxidizing component*



5 OXYMILK

with soft, milky texture

5 vol to carry out **GLOSS** services

13 - 20 - 30 vol to carry out **FULL** and **DEMI PLUS** services, and **HIGHLIGHT 2-3 levels**

40 vol to carry out **FULL** services and **HIGHLIGHT 4-5 levels**

PLUS

with Zemea®, a corn derivative, 100% certified organic, rich in vitamins and phytosterols



artēxno
CARE FOR BEAUTY

DISCOVER BEAUTY FUSION: IT'S EASY!

Booster - *ammonia creams*



01 Levels 1 to 6



02 Levels 7 to 12

BOOSTER

Specific AMMONIA CREAMS to carry out
BEAUTY FUSION + OXYMILK color services:

- ☒ FULL PERMANENT
- ☐ DEMI PLUS DEMI-PERMANENT

to be used exclusively with **BEAUTY FUSION + OXYMILK**
color system

DO NOT USE UNMIXED

to be used exclusively with **BEAUTY FUSION + OXYMILK**
color system

DO NOT USE UNMIXED



Technical Sheets
Know better...

KNOW BETTER

For you
Beauty expert

beauty creator
mastering color is a noble skill
one that **artisans and artists** have

it takes experience, precision, custom-tailoring:
it takes your **head, heart and hands**

Every decision, every application, needs to be adapted
to a woman, to a need, to a specific result


BEAUTYFUSION
PHYTO-TECH COLOR

enables you to customize the service
meeting clients expectations:



Know
Know How
Know Better
Know how to advice best

MAKE THE DIFFERENCE
WITH BEAUTY FUSION

artēxo
CARE FOR BEAUTY

	 FULL Permanent Color
PERFECT FOR	All hair types: natural, colored and bleached. Color and final result performance are accurate.
GREY HAIR COVERAGE UP TO	100%
WHAT RESULT DO WE GET?	Bold, shiny, intense, permanent color.
WHICH ARE THE BENEFITS?	Bold and calibrated reflexes; uniform result all over the hair. Up to 99% natural original ingredients. UV rays and pollution shield.
HIGHLIFTING UP TO	5 levels
DEVELOPING TIME	From 25 to 50 minutes
RECOMMENDED OXYMILK	5, 13, 20, 30, 40 VOL
BOOSTER RATIO	20% for color 30% for Special Blonde Highlift 01 levels from 1 to 6 02 levels from 7 to 12
RECOMMENDED SHAMPOO AND CONDITIONER	Specific after color Shampoo and Conditioner: Rain Dance Color or Good Society 02 Rich Color.
HOME MAINTENANCE AND SALON TREATMENT PRODUCTS	Specific after color Shampoo and Conditioner: Rain Dance Color or Good Society 02 Rich Color. Hydrating Mask Rain Dance Hydra Booster.

KNOW BETTER

 DEMI PLUS Demi-Permanent color	 GLOSS Tone on tone color
All hair types, natural and colored. Perfect to conceal the first grey hair revitalizing the color or trying a different shade.	All hair types: natural, colored, bleached. Use it to tonalize the hair.
70%	No coverage
Gentle coverage, natural color	Shine effect, perfect cosmetic result
Intense reflexes, shiny color on dark hair. Up to 99% natural origin ingredients. UV rays and pollution shield.	Application is quick, result is immediately visible and controllable; acidic pH solution. Up to 99% natural origin ingredients. UV rays and pollution shield.
2 levels	No highlifting
15 to 30 minutes	Up to 20 minutes
5, 13, 20, 30 VOL	5 VOL
10% of the color 01 levels from 1 to 6 02 levels from 7 to 12	No Booster
Specific after color Shampoo and Conditioner: Rain Dance Color or Good Society 02 Rich Color.	Specific after color Shampoo and Conditioner: Rain Dance Color or Good Society 02 Rich Color.
Specific after color Shampoo and Conditioner: Rain Dance Color or Good Society 02 Rich Color. Hydrating Mask Rain Dance Hydra Booster.	Specific after color Shampoo and Conditioner: Rain Dance Color or Good Society 02 Rich Color. Hydrating Mask Rain Dance Hydra Booster.

	<input type="radio"/> PASTEL PINK, OCEAN, POWDER, MINT, CLEAR
PERFECT FOR	All hair types: natural, color, bleached.
GREY HAIR COVERAGE UP TO	No coverage
WHAT RESULT DO WE GET?	Shine and protection from external agents
WHICH ARE THE BENEFITS?	5 different shades, mixable among them to get the best creativity. UV rays and pollution shield
HIGHLIFTING UP TO	No highlifting
DEVELOPING TIME	Up to 20 minutes
RECOMMENDED OXYMILK	5 VOL
BOOSTER RATIO	No Booster
RECOMMENDED SHAMPOO AND CONDITIONER	Specific after color Shampoo and Conditioner: Rain Dance Color or Good Society O2 Rich Color.
HOME MAINTENANCE AND SALON TREATMENT PRODUCTS	Specific after color Shampoo and Conditioner: Rain Dance Color or Good Society O2 Rich Color. Hydrating Mask Rain Dance Hydra Booster.

**SPECIAL CLEAR SOFT LIGHT****SPECIAL CLEAR BRILLIANT**

Illuminating highlift on natural hair up to 4 levels;
cosmetic color removal up to 2 levels

Shiny effect on the hair.
Perfect to polish and seal the cuticles.

No coverage

No coverage

Homogeneous cleansing, healthy and shiny hair.

Maximum shine

Lifting while controlling the hair color.
UV rays and pollution shield.

UV rays and pollution shield.
Long lasting.

Maximum 2 levels.

No highlifting

Up to 50 minutes

Up to 20 minutes

20, 30 VOL

5 VOL

30% of Clear with Booster 02

No Booster

Specific after color Shampoo and Conditioner:
Rain Dance Color or Good Society 02 Rich Color.

Specific after color Shampoo and Conditioner:
Rain Dance Color or Good Society 02 Rich Color.

Specific after color Shampoo and Conditioner:
Rain Dance Color or Good Society 02 Rich Color.
Hydrating Mask Rain Dance Hydra Booster.

Specific after color Shampoo and Conditioner:
Rain Dance Color or Good Society 02 Rich Color.
Hydrating Mask Rain Dance Hydra Booster.

	○ MEN SPECIAL 6.11 - 6B
PERFECT FOR	Conceal the first grey or salt and pepper hair; intensify grey color.
GREY HAIR COVERAGE UP TO	From silver to charcoal grey.
WHAT RESULT DO WE GET?	Natural effect grey hair
WHICH ARE THE BENEFITS?	White boldness softening. UV and pollution shield.
HIGHLIFTING UP TO	No lifting
DEVELOPING TIME	Up to 20 minutes
RECOMMENDED OXYMILK	5 VOL
BOOSTER RATIO	No Booster
RECOMMENDED SHAMPOO AND CONDITIONER	Good Society Shiny Grey Shampoo
HOME MAINTENANCE AND SALON TREATMENT PRODUCTS	Shampoo Good Society 51 Shiny Grey or specific after color Shampoo and Conditioner: Rain Dance Color or Good Society 02 Rich Color.

KNOW BETTER



SPECIAL BLONDE HIGHLIFT NUANCE 12

Lift up to 5 levels

No coverage

Great neutralization and homogeneous lifting

5 different shades, mixable among them to meet every client expectation.
UV rays and pollution shield

5 levels

Up to 55 minutes

30, 40 VOL

30% of the desired shade plus Booster 02

Specific after color Shampoo and Conditioner:
Rain Dance Color or Good Society 02 Rich Color.

Specific after color Shampoo and Conditioner:
Rain Dance Color or Good Society 02 Rich Color.
Hydrating Mask Rain Dance Hydra Booster.

KNOW HOW

Step by Step *Know how...*

artēgo
CARE FOR BEAUTY

Step by Step *Technical Sheets*

MASTER COLOR SERVICES

1. **FULL** Permanent color, up to 100% coverage
2. **DEMI PLUS** Demi-permanent color
3. **GLOSS** Tone on tone color

SPECIAL SERVICES

SPECIAL CLEAR

SPECIAL CLEAR SOFT LIGHT - illuminating highlifting

SPECIAL CLEAR BRILLIANT - endless light

MEN SPECIAL with nuance: 6.11 - 6B

To intensify and tonalize grey hair

SPECIAL TONE

ANTI YELLOW-ORANGE 9.11 - 9B

ANTI YELLOW 9.22 - 9V

ANTI RED 5.8 - 5M

ANTI YELLOW LEVEL 8 PEARL 7.23 - 7NVG

WARM TONALIZER 6.34 - 6WG

SPECIAL SOLUTIONS

Repigmentation

Personalization and color correction

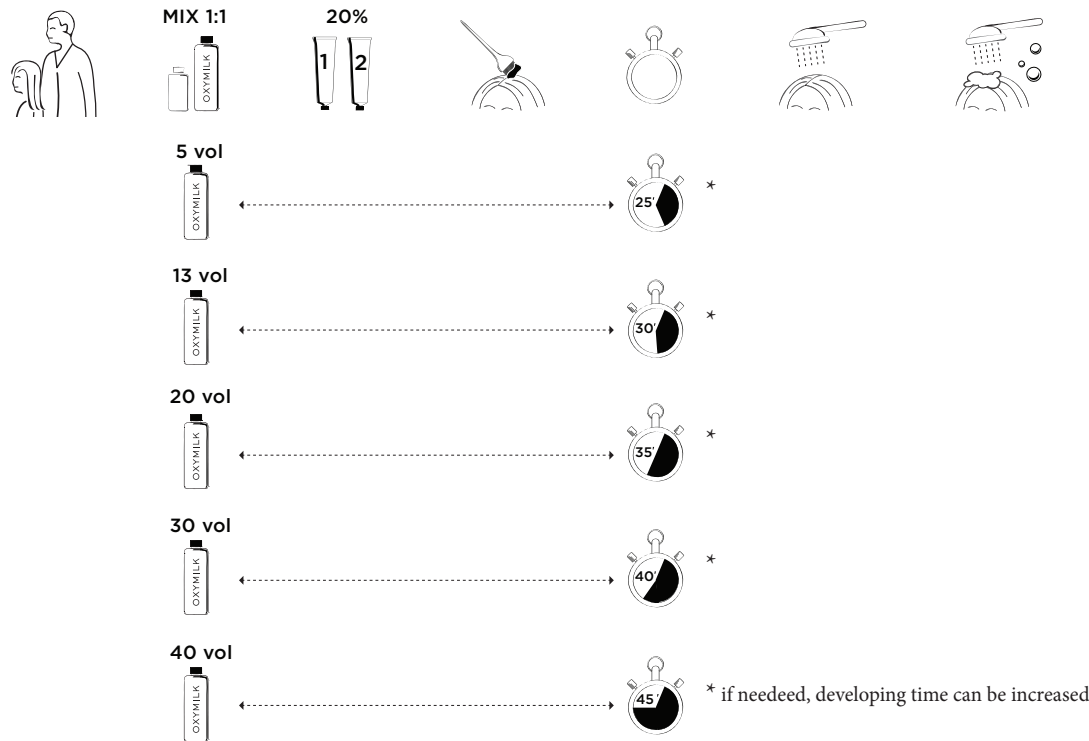
Up to 5 levels highlift



FULL Permanent Color

Beauty Fusion Full is the service dedicated to who wants to get the best performance out of a color. 63 shades mixable among them. 100% grey hair coverage, up to 5 levels of highlift.

APPLICATION



MIXING RATIO: MIX BEAUTY FUSION COLOR + OXYMILK. THEN ADD THE BOOSTER AND MIX WELL.

OXYMILK 5 VOL	no lifting	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 20% of Beauty Fusion color
OXYMILK 13 VOL	1 level highlift	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 20% of Beauty Fusion color
OXYMILK 20 VOL	2 levels highlift	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 20% of Beauty Fusion color
OXYMILK 30 VOL	3 levels highlift	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 20% of Beauty Fusion color
OXYMILK 40 VOL	more than 4 levels highlift	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 20% of Beauty Fusion color

Beauty Fusion Phyto-Tech Color Developers and developing time

DEVELOPING TIME

Depending on the Oxymilk it varies between 25 and 50 minutes. 30 minutes for 1 level highlift. 35-55 minutes to lift up to 5 levels (used as a Special Blonde Highlift), and cover 100% grey hair.

HOME MAINTENANCE

Colored hair needs care to remain shiny and intense. Always use specific backbar products for colored hair, such as Good Society Rich Color 02, Rain Dance Color or Hydra Booster Hydrating Mask.

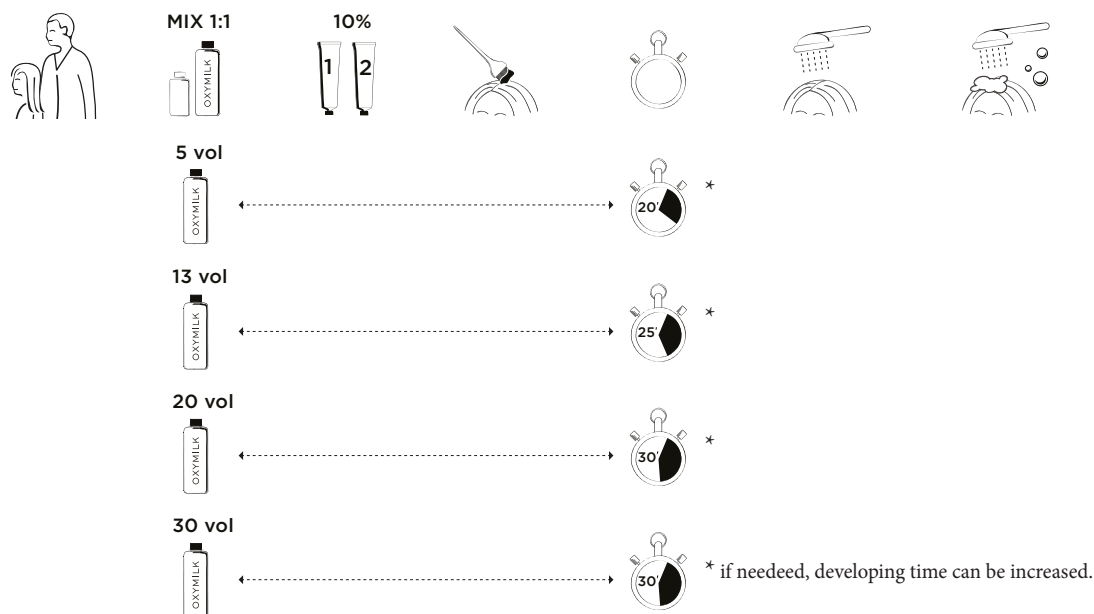




DEMI-PLUS Demi-permanent Color

Beauty Fusion Demi Plus is an efficient adaptable service, perfect to keep the hair healthy. 70% grey hair coverage, up to 2 levels highlight.

APPLICATION



MIXING RATIO: MIX BEAUTY FUSION COLOR + OXYMILK. THEN ADD THE BOOSTER AND MIX WELL.

OXYMILK 5 VOL	No highlight Tonalization only	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 10% of Beauty Fusion color
OXYMILK 13 VOL	No highlight it conceals grey hair	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 10% of Beauty Fusion color
OXYMILK 20 VOL	1 level highlight 70% grey hair coverage	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 10% of Beauty Fusion color
OXYMILK 30 VOL	2 levels highlight 70% grey hair coverage	1 part of Beauty Fusion color	1 part of OXYMILK	BOOSTER 1 or 2 10% of Beauty Fusion color

Beauty Fusion Phyto-Tech Color Developers and developing time

DEVELOPING TIME



Depending on the Oxymilk it varies between 5 and 30 minutes.
15 minutes to tonalize.
20-30 minutes to lift up to 2 levels and cover 70% grey hair.



HOME MAINTENANCE

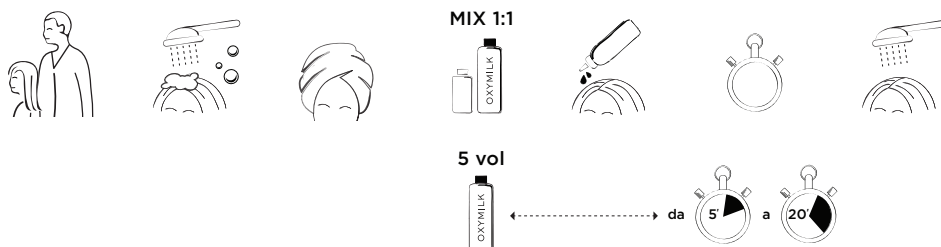
Colored hair needs care to remain shiny and intense. Always use specific backbar products for colored hair, such as Good Society Rich Color O2, Rain Dance Color or Hydra Booster Hydrating Mask.



GLOSS Tone on tone

Beauty Fusion Gloss is an acidic pH color service, gentle on the hair and the scalp, without MEA. It works with the oxidative principle, regenerating discolored or bleached hair. It does not cover grey hair.

APPLICATION



MIXING RATIO

OXYMILK 5 VOL	No highlighting	1 part of Beauty Fusion Color	1 part of OXYMILK
---------------	-----------------	-------------------------------	-------------------

Beauty Fusion Phyto-Tech Color Developers and developing time

DEVELOPING TIME



it varies from 5 to 20 minutes

HOME MAINTENANCE



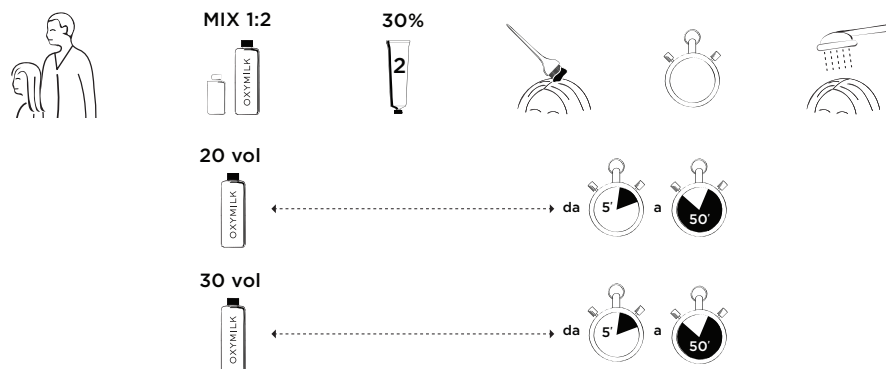
Colored hair needs care to remain shiny and intense. Always use specific backbar products for colored hair, such as Good Society Rich Color 02, Rain Dance Color or Hydra Booster Hydrating Mask.



SPECIAL CLEAR SOFT LIGHT

Soft highlifting Full service possible thanks to the Clear shade

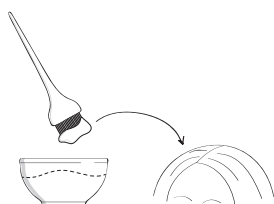
APPLICATION



MIXING RATIO: MIX BEAUTY FUSION COLOR + OXYMILK. THEN ADD THE BOOSTER AND MIX WELL.

OXYMILK 20 VOL	1-2 levels of highlift	1 part of Beauty Fusion Color	2 parts of OXYMILK	BOOSTER 2 30% of Beauty Fusion Clear
OXYMILK 30 VOL	2 levels of highlift	1 part of Beauty Fusion Color	2 parts of OXYMILK	BOOSTER 2 30% of Beauty Fusion Clear

Beauty Fusion Phyto-Tech Color Developers and developing time



THE SERVICE

SOFT LIGHT is a bleaching service you carry out with Clear. It lifts natural or cosmetic color up to 2 levels.

DEVELOPING TIME



It varies between 5 and 50 minutes; progress needs to be checked often.



HOME MAINTENANCE

Colored hair needs care to remain shiny and intense. Always use specific backbar products for colored hair, such as Good Society Rich Color 02, Rain Dance Color or Hydra Booster Hydrating Mask.

○ SPECIAL CLEAR BRILLIANT

Illuminating Gloss service, for natural and colored hair, possible thanks to the Clear shade

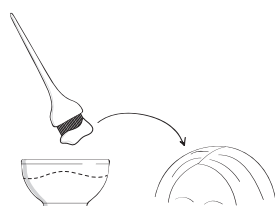
APPLICATION



MIXING RATIO

OXYMILK 5 VOL	No highlifting	1 part of Beauty Fusion color	1 part of OXYMILK
---------------	----------------	-------------------------------	-------------------

Beauty Fusion Phyto-Tech Color Developers and developing time



THE SERVICE

Illuminating service possible thanks to the shade CLEAR, enriched with Red Seaweed.

DEVELOPING TIME



20 minutes to get the best result.



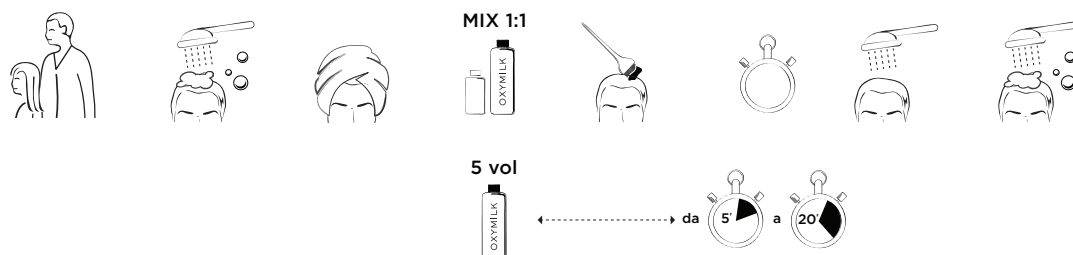
HOME MAINTENANCE

Colored hair needs care to remain shiny and intense. Always use specific backbar products for colored hair, such as Good Society Rich Color 02, Rain Dance Color or Hydra Booster Hydrating Mask.

○ MEN SPECIAL

Gloss service to intensify and tonalize grey hair, possible with the shade 6.11 - 6B

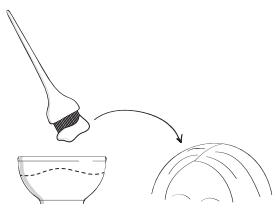
APPLICATION



MIXING RATIO

OXYMILK 5 VOL	No highlifting	1 part of Beauty Fusion color	1 part of OXYMILK
---------------	----------------	-------------------------------	-------------------

Beauty Fusion Phyto-Tech Color Developers and developing time



THE SERVICE

Formulated for men yet perfect for women, Men Special service conceals the first grey hair or intensifies natural grey color.

DEVELOPING TIME



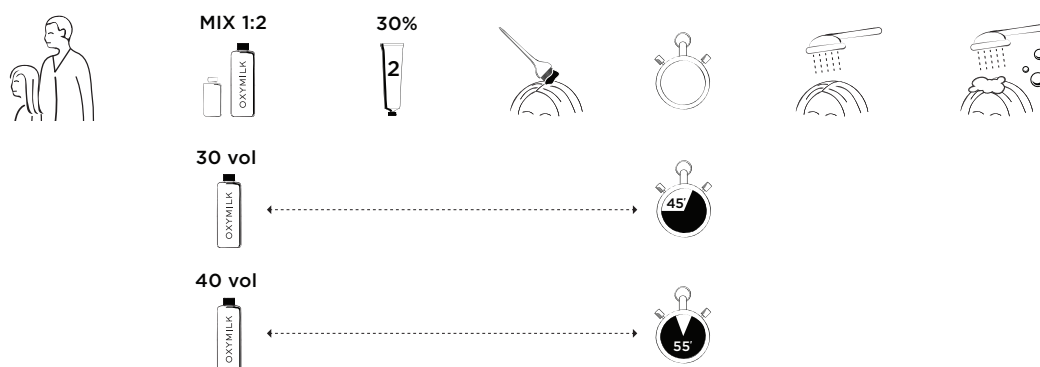
It varies from 5 and 20 minutes



SPECIAL BLONDE HIGHLIFT

Full Service to get the maximum lifting performances, possible thanks to the 12 level shades

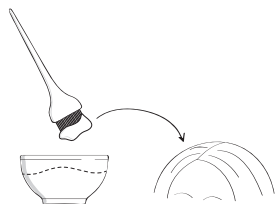
APPLICATION



MIXING RATIO: MIX BEAUTY FUSION COLOR + OXYMILK. THEN ADD THE BOOSTER AND MIX WELL.

OXYMILK 30 VOL	3-4 levels of highlift	1 part of Beauty Fusion color	2 parts of OXYMILK	BOOSTER 2 30% of Beauty Fusion color
OXYMILK 40 VOL	4-5 levels of highlift	1 part of Beauty Fusion color	2 parts of OXYMILK	BOOSTER 2 30% of Beauty Fusion color

Beauty Fusion Phyto-Tech Color Developers and developing time



THE SERVICE

To lift up to 5 levels
Apply abundantly

DEVELOPING TIME



It varies from 45 to 55 minutes, depending on how many levels you need to lift:

- 45 minutes to lift 3-4 levels
- 55 minutes to lift 4-5 levels

Hints and Tips

From expert to expert

How can you take care of your clients grey hair?

With Beauty Fusion you can pick any shade from the color chart. Full service (permanent color) ensures 100% grey hair coverage, while Demi Plus (demi-permanent color) covers up to 70% grey hair.

N.B.

- If used in the Full service, colors will be loyal to the color chart
- If used in the Demi Plus service, coverage will be more natural and see-through

How can you take care of your clients GREY, YELLOWED hair?

If you want to polish your clients grey hair, removing the residual yellow undertone and turn it into a brilliant white, use **9.11/9B or 10.02/10NV** shades, containing blue or violet pigments, perfect to tonalize grey or yellowed hair.

To get the best result carry out an accurate diagnosis of the hair porosity and choose the most suitable color service, also considering the type of coverage the client wants (Full, Demi Plus or Gloss to intensify grey).

How can you take care of colored hair your client wants to darken?

With Beauty Fusion you can darken both natural and colored hair with the Demi Plus service. If you need to darken colored or bleached hair more than 3 levels, opt for Demi Plus repigmentation service, detailed in the Beauty Fusion technical guide. If instead you just want to lightly darken a discolored color, we recommend the Gloss service.

How can you take care of colored hair your client wants to bleach?

As you know already, color does not lift color.

Thanks to the **Soft Light** service it is possible to get gradual highlighting, also of cosmetic color, so to erase eliminate pigment overlaps caused by previous or repeated colorations.

How can you add more shine to your clients hair?

The extraordinary PHYTO-TECH formulation contained in every Beauty Fusion shade is rich in organic, illuminating ingredients, natural oils and waxes; if used as a Gloss acidic color, it make sure final result is incredibly shiny.

But with Beauty Fusion you can also offer the Special Brilliant Service, for both natural and colored hair, with no pigments, created to add endless and incredible light to the hair.

Carry it out using CLEAR + OXYMILK 5 VOL.

How can I make color last longer?

Organic Radish and Vitis Vinifera contained in Beauty Fusion Phyto-Tech formulation act as a shield against all external agents causing color changes and dullness. To maximize color protection and shine over time it is fundamental to use and recommend specific color shampoos and conditioners, such as:

- Good Society 02 Rich Color Shampoo and Conditioner
- Rain Dance Color Shampoo and Conditioner

How can clients protect color during the holidays, against chlorine and salt?

Home maintenance is of the essence: always recommend specific maintenance products to protect the hair from the photo-oxidizing action of UV rays, sea salt and chlorine, such as Artègo Sunrise Sun Protective Oil.

How can you care for and take care of colored hair tips?

Tips are the most porous impoverished area of the hair, and we recommend to use a specific oil, that beyond carrying out a protective function, it has a disciplining and color maintaining one.

ALWAYS RECOMMEND:

- Rich Serum Oil, from Rain Dance
- 51 Argan Oil Hair Serum, from Good Society
- 99 Gloss Serum, from Good Society



artēxo
CARE FOR BEAUTY

Hints and Tips

From expert to expert

Can I use Beauty Fusion to realize streaks or balayage?

Yes, all the shades from the color chart can be used to carry our streaks or balayage; you can choose from classical or super blondes shades, always as FULL service.

Either you work with foils or hand free, recommended mixing ratio is 1:2.

Don't forget you can obtain a natural and gradual highlifting with Beauty Fusion choosing the "Soft Light" service.

Is Beauty Fusion recommended on weakened hair?

Yes, because every shade has a Phyto-Tech formulation, rich in organic treating emollient, nourishing and protective ingredients. For a more delicate action, choose Demi-Plus service, with low ammonia content, or Gloss service, with acidic pH.

How can you eliminate orange residual reflexes?

Special shades 6.11/6B and 9.11/9B, with high concentration of blue pigment, are perfect to counteract and neutralize orange residual reflexes that often come out after bleaching.

How can you eliminate yellow residual reflexes?

Special shades 9.22/9V and 7.23/7NVG, with high concentration of violet pigment, are perfect to counteract and neutralize yellow residual reflexes that often come out after bleaching.

How can you eliminate ash residual reflexes?

You can do it using **series .44/CC or .34/WG**.

To counteract ash residual reflexes it is necessary to use Orange/Orange-Yellow reflexes. Series .44/CC and .34/WG contain both yellow and red reflexes in their formulations, that's why they are particularly useful to counteract ash residual reflexes. For a more delicate effect we recommend to mix it with CLEAR.

How can you give the hair a gold reflex?

With all shades from the **series .3/G**. This family gives wonderful gold reflexes, with a very bold final effect (more intense than other color families).

How can you make your clients hair color colder?

Using Demi Plus service, which gives a colder final reflex compared to Full, and that can also be used to cool down warm colors.

As an alternative, you can use the cold shades from the Beauty Fusion chart (.1/A, .11/B, .13/S)

N.B. The shade 5.8/5M is really special: it has a deep green reflex, able to counteract red undertone. You can dilute with CLEAR to soften the final result.



artēno
CARE FOR BEAUTY

MADE IN ITALY 100% RENEWABLE ENERGY 100% FSC PAPER

Yes, beauty is you!

MYARTEGO.COM



artexo
CARE FOR BEAUTY